

Application Serial No.: 09/898,164

Attorney Docket No.: 0260123

List of Claims:

Claim 1 (Currently Amended): A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal to a broadcast receiving appliance;

providing a token ~~with~~ embedded in an audio signal of the programming broadcast signal;

receiving, by the broadcast receiving appliance, the token embedded in the audio signal of the programming broadcast signal;

emitting, by the broadcast receiving appliance, the ~~radiating an~~ audio signal including the token ~~with the programming~~ from the broadcast receiving appliance, wherein the token is ~~radiated~~ emitted outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;

providing a token capture device configured to receive the token during the ~~radiating~~ emitting of the programming; and

providing an incentive for using the token capture device to receive the token.

Claim 2 (Original): The method according to claim 1, wherein the token capture device is further configured to process the token.

Claim 3 (Cancelled)

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Claim 4 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

Claims 5-7 (Canceled)

Claim 8 (Original): The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

Claim 9 (Canceled)

Claim 10 (Original): The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

Claim 11 (Original): The method of claim 1, wherein the information is advertising.

Claim 12 (Original): The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

Claim 13 (Original): The method according to claim 12, further comprising: storing the collected personal information; and
using the stored collected personal information in a demographic analysis.

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Claims 14-37 (Canceled)

Claim 38 (Currently Amended): A system for providing incentive to receive advertising using a token ~~signal~~ associated with a broadcast signal, the system comprising:

- a broadcast receiving appliance operable to receive the broadcast signal including a token, wherein the token is embedded in an audio signal of the broadcast signal;
- a broadcast receiving appliance operable to ~~radiate an~~ emit the audio signal including the token corresponding to the broadcast signal;
- a token capture device configured to receive the token ~~signal-radiated~~ emitted from the broadcast receiving appliance outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;
- a means for providing incentive to a token capture device user to cause the token capture device to receive the token signal.

Claim 39 (Original): The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

Claim 40 (Original): The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

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Claim 41 (Original): The system according to claim 38 wherein the broadcast signal comprises an advertisement.

Claim 42 (Original): The system according to claim 38 wherein the broadcast signal embodies a television program.

Claim 43 (Original): The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

Claim 44 (Original): The system according to claim 38 wherein the broadcast signal embodies a radio program.

Claim 45 (Original): The system according to claim 38 wherein the broadcast signal embodies a computer software program.

Claims 46-57 (Canceled)

Claim 58 (Currently Amended): A method for providing an incentive to a user to receive information, the method comprising:
receiving a programming broadcast signal;

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receiving a token as part of the programming broadcast signal, wherein the token provides the incentive, and wherein the token is embedded in an audio signal of the programming broadcast signal; and

~~radiating~~ emitting an audio signal including the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal.

Claims 59-60 (Cancelled)

Claim 61 (Previously Presented): The method of claim 58, wherein the programming broadcast signal includes a television broadcast.

Claim 62 (Currently Amended): A method for ~~providing an incentive to a user to receive information from a device~~ controlling a behavior of a toy by a broadcast receiving appliance configured to receive a token as part of a programming broadcast signal, the method comprising:

~~receiving, by the toy, a an audio signal from the broadcast receiving appliance device,~~
wherein the ~~audio~~ signal includes the token ~~outside of a normal hearing frequency range of an acoustic spectrum of the audio signal~~;

~~extracting, by the toy, the token from the audio signal; and~~

~~storing the token, wherein the token provides the incentive.~~

synchronizing the behavior of the toy with the token.

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Claim 63 (Currently Amended): The method of claim 62, wherein the ~~incentive~~
~~comprises a reward in exchange for redemption of~~ toy is a pet toy, which is made happy by
receiving the token.

Claim 64 (Currently Amended): The method of claim 62, wherein the toy is a pet toy,
which remains alive by ~~further comprising providing personal information for redemption of the~~
token.

Claim 65 (Currently Amended): A broadcast receiving system for providing an
incentive to a user to receive information, the broadcast receiving system comprising:

a receiver operable to receive a programming broadcast signal including, ~~the receiver~~
~~further operable to receive~~ a token as part embedded in the audio signal of the programming
broadcast signal, wherein the token provides the incentive; and

a transmitter operable to ~~radiate an~~ emit the audio signal including the token outside of a
normal hearing frequency range of an acoustic spectrum of the audio signal.

Claims 66-67 (Cancelled)

Claim 68 (Previously Presented): The broadcast receiving system of claim 65, wherein
the programming broadcast signal includes a television broadcast.

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Claim 69 (New): A method for providing an incentive to a user to receive information by providing a plurality of tokens embedded in a programming broadcast signal, the method comprising:

receiving, by a user device, a first token of the plurality of tokens transmitted from a broadcast receiving appliance receiving the programming broadcast signal, wherein the first token is indicative of a guessing round;

registering, by the user device, an answer from the user to the guessing round;

receiving, by the user device, a second token of the plurality of tokens transmitted from the broadcast receiving appliance receiving the programming broadcast signal, wherein the second token is indicative of a correct answer;

comparing, by the user device, the answer from the user with the correct answer;

registering, by the user device, a point for the user if the answer from the user matches with the correct answer.

Claim 70 (New): The method of claim 69 further comprising:

receiving, by the user device, an initialization token of the plurality of tokens transmitted from the broadcast receiving appliance receiving the programming broadcast signal;

initializing the user device using the initialization token;

Claim 71 (New): The method of claim 69 further comprising:

receiving, by the user device, an end-of-broadcast token transmitted from the broadcast receiving appliance receiving the programming broadcast signal; and

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determining, by the user device, a final point based on the registering the point in response to the end-of-broadcast token.

Claim 72 (New): The method of claim 69, wherein the first token is embedded in an audio signal of the programming broadcast signal.